



JUNE, 1975



## SIMPSONS DIGGER EXECUTIVE

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(Simpsons Sears) .....	JEANNE MOLNAR
(Simpsons Sears) .....	STAN JOHNSON

## SIMPSONS PROFESSIONAL SELLING COURSE



The thirty-fourth class of Simpsons Professional Selling graduated on May 13, 1975. Certificates and the five star award were presented by Mr. Huggins, Store Superintendent. Mr. Jack Bradley, Dept. 895, was the recipient of the five star award.

Back row (left to right): Sharon Mitschke (Conference Leader), Rod Bieber, Fred Edel, Rob Mitchelson, Mr. Jack Bradley, Mr. E. V. Huggins.

Front row (left to right): Cathie Morton, Mary Sitter, Evelyn Hannan, Jackie Parent, Gwen McAuley.



## COVER STORY

Commemorating British Columbia's centenary in 1971, the Province of Saskatchewan was presented a totem pole, carved by the west coast Indians. Part of our national heritage is preserved by this truly Canadian totemic art. In early times, the groups of carvings on a totem pole may have illustrated definite impressions; an eagle symbolized wisdom, authority and power, the raven was the controller of light, fire and water, and the salmon represented abundance, etc. No attempt is made here to interpret the symbols on Saskatchewan's totem pole situated in the legislative grounds. This gift, however, is a study for all visitors interested in Canadian art and culture.

Photo cover—courtesy Mary Swalm, Camera Club.



## SIMPSONS ANNOUNCEMENT



**Derek Tissington**



**E. Vern Huggins**

Charles B. Stewart, President of Simpsons, Limited, announces the following appointments, effective July 10, 1975.

Derek Tissington, Manager, Halifax-Dartmouth Area Stores.  
E. Vern Huggins, Manager, Regina Store.

Mr. Tissington, who joined the Company in 1947, has had extensive merchandising and operating responsibilities as Group Manager in the Toronto Downtown and Halifax Stores. In 1972 he was appointed Manager, Regina Store.

Mr. Huggins, who was raised and educated in Saskatchewan, joined the Company in Regina in 1949. He has held various positions of responsibility in the Regina Store including, Advertising Manager, Sales Promotion Manager, and Store Superintendent.



# Social Scene

D157 presented **Brenda Nixon** with a spool box and charm, upon her leaving the department and transferring to Estevan.



Congratulations to **Sharie and Ken McGregor** on the birth of a 5 lb. 11 oz. baby boy, Christopher Scott, May 6, 1975.

The Telephone Staff held a miscellaneous bridal shower for **Karen Kalinowski** at the home of Jessie Pinkney, with a number of the staff as co-hostesses. Games were enjoyed and a delicious lunch served. Special guest was Karen's sister-in-law, Mrs. Bonnie Kalinowski.

Mrs. Hamm presented **Mrs. Shirley Hordichuk** with a brass planter, on behalf of the Telephone staff. Shirley left to work for a real estate company.

Congratulations to **August Arndt's Dept. 1** on receiving the Dept. 601 Achievement Award for the second year. Regina's net sales increase of 40.3% was well over the national average of 30%.

**Bill Wurtz** and June Walker were married on Saturday, April 26, and a night of dancing was enjoyed by all at the Italian Club. Bill is with Department 176, Receiving, and was presented with a 40-piece dinnerware set from his friends and fellow workers.

Prior to her marriage, **Dianne Walker** of 168C was presented with a cup and saucer, cream and sugar set by Mr. Koster on behalf of her friends. On May 3, she became the bride of Donald Harris of Regina.

New additions to Data Processing are **Mr. Ron Campbell** from Toronto (the new boss), **Joyce Chabun, Judy Markell, Diane Lendvay** and **Marilyn Dubreuil** said, we quote, "Welcome, it's nice to have you with us!"

**Vivian Crumbly** of Data Processing was presented with a play-pen when she left the Company to take up house-keeping as a full-time job.

Mr. Ron Campbell, on behalf of Data Processing, presented **Peter Hall** with ski poles and wallet when he left the Company to be a city transit driver. Good luck in your new job, Peter.

**Marlene Nardyke**, also of Data Processing, was presented with a beautiful charm when she left the Company.

The staff of 168C held a baby shower at the home of Miss Ivy Simpson for

**Delphine Crook**. Delphine was presented with a play-pen, high chair and baby lounge, and upon leaving, Delphine was also presented from her many friends, with a sterling silver vegetable server and entree dish, also numerous other gifts.





## VISITORS TO REGINA CATALOGUE CENTRE

### April 21, 22 & 23

Mr. C. A. Hobson, Asst. Mgr., National Compensation D/7007, Toronto

### April 22

Messrs. J. McFarlane and J. Kilroe, D/107, Burnaby

### April 24 & 25

Messrs. O. Yusupchuk, G. Dyck, D. Hoogendorn — Merchandise Managers, Edmonton

Mr. A. R. Tyler, Project Manager, Communications, D/731C

### March 19 & 20

Mr. C. E. Wade, D/768C, Comptroller, Catalogue Order

### March 20 & 21

Mr. C. C. Chutskoff, Catalogue Sales Mgr., D/628-695

### March 26

Mr. C. D. Fleming, Regional Credit Mgr., D/753V

### April 29

Mr. W. Pridham, Supervisor, D/618, Toronto

### May 1

Mr. A. Marien, Supervisor, D/620, Toronto

## APPOINTMENTS

**Mrs. Margaret M. Millar**, presently Special Adjuster, Order Review, is appointed Section Head, Order Review, effective March 31, 1975.

### EFFECTIVE APRIL 1, 1975:

**Mr. Ronald Adam**, presently Dispatcher, City Delivery, is appointed Manager, Receiving.

**Mr. Oral Fladeland**, presently an Operating Trainee, is appointed Dispatcher, City Delivery.

**Mr. Derek N. Forsyth**, presently Supervisor, Order Review, is appointed Assistant Manager, Order Clerical.

**Mr. William Huber**, presently Senior Stockperson, Group Operating 3, is appointed Senior Person, Shipping Dock, D/371.

**Mr. Allan Prochinsky**, presently Senior Person, Shipping Dock, D/371, is appointed Section Head, Shipping—D/187S.

**Mr. Edward J. Snyder**, presently Assistant Manager, Group Operating 4, Service Centre, is appointed Operating Manager, Westward Building and Shipping.

**Mr. Arvid Studlin**, presently Manager, Receiving, is appointed Operating Manager, Service Centre.

**Mr. Robert P. Young**, presently Operating Manager, Westward Building, Service Centre and Shipping, is appointed Assistant Operating Superintendent.

Mr. Young joined the Company in July 1967 as a member of the Management Development Program. He was appointed Section Head in the Packing and Shipping Departments in January 1968; Wage Administrator in April 1968; Manager, Wage Administration in August 1969; Operating Manager, Group 3, in June 1970; Project Manager, D/131, in September 1971 and assumed his present responsibilities in July 1972.

**Martin L. Fink**, presently Section Head, Group Operating 1, 6th Floor, is appointed Section Head, Dept. 155K, Heavy Goods Returns and Reconditioning, effective April 14, 1975.

**Mr. William C. Brown** is appointed C.S.O. Sales Superintendent, Regina Catalogue Centre, effective April 29, 1975.

Mr. Brown joined Simpsons-Sears in Prince Albert in May 1954, and held positions in Sales and Division Management. He was appointed Assistant Store Manager, Prince Albert, in July 1957, and subsequently Store Manager, Prince Albert, in March 1959. In May 1966 he was transferred to Calgary—Chinook Ridge, as Assistant Manager, Operating, and became Merchandise Manager, Calgary—North Hill, in May 1967.

Mr. Brown was appointed Merchandise Manager, Catalogue Sales Offices, D/382, Toronto Catalogue Centre, in July 1968 and subsequently Manager, Catalogue Shopping and Clearance Centres, D/392-399, Toronto Catalogue Centre, in January 1971. He has held his present position as Store Manager, Edmonton—Meadowlark, Alberta, since January 1974.

He replaces Mr. Walter Bashak, who has been transferred to Burlington Store as Merchandise Manager.



## **MRS. MARY MacMILLAN** **Group Op. 1 — June 30, 1975**

Mary was born and educated at Antigonish, Nova Scotia. She moved to Regina in 1928 and started working for the Company in 1954, in the Returns Dept., under Miss Doris Bennett. Sorting and tallying were some of her duties. A year later she was transferred to Inspections on the 6th floor, under Mr. Kirton, in Group Op. 1. She is still working in this department, now managed by Mr. W. Rolfe.

Mary likes gardening, crocheting and hooking rugs. They are staying in Regina after her retirement, but plan to travel and to visit their children.



## **MISS EDITH COSSER** **D/156—June 30, 1975**

Edith was born and educated at Ernfold, Sask., and also finished her high school there. She started working for the Company on December 14, 1929, on a Saturday and worked till 10:00 that night. She said, because the day before was a Friday the 13th, they wouldn't hire her.

Her first Manager was Mr. Strain, and she worked as a bundler in the Notions Dept. on the 7th floor. She was made Head Checker about six months later. She was transferred to Mr. A. E. (Jim) Larkin's department, filling mail in Dept. 88 and Dept. 29. She was then transferred to the office in Dept. 18 and Dept. 29. On Saturdays she worked in Retail under Mr. Neff. She also worked for Mr. Kirton in Dept. 29. She was made a Merchandiser in D/29 in 1954 under Mr. Doug McAlpine, Mr. J. Attfield and Mr. J. Guttormson. She was again transferred, to D/51, also being a Merchandiser under Mr. H. Britton, where she now works.

Edith loves travelling—she has been to England, Florida and California. She also likes reading. She plans to travel after her retirement. She used



to play basketball and baseball and was on the Company bowling team, having her name on the trophy twice. She also was on the Social Club executive and Digger staff. Edith is now a secretary in the primary department for The Hillsdale Alliance Church, of which she is a member.

Edith is leaving us with 45 years service. No doubt, she will be looking for another job.



## MRS. EV. MORRISON

On June 30, Mrs. Ev. Morrison retires from the Sears Company after 33 years of service.

Ev. began her career with Sears as a contingent salesclerk at the opening of the Humboldt, Saskatchewan catalogue sales office, October 1, 1951. In 1959 she transferred to Regina and worked in Order Review for three months and in January 1960 was appointed Section Head of Robert Simpsons Telephone Sales Department and Personal Shopper. Early in 1963 Ev came back to Sears to D382 and became a CSO Sales Trainer. After five years of criss-crossing the three Prairie Provinces, from Banff, Alta., to Thompson, Manitoba and Yellowknife, N.W.T., to Estevan, Sask., she was appointed Supervisor of D383—Sears Telephone Sales Department.

In January 1970 Ev became a full-time Albertan, spending one year in Edmonton as Sales Trainer for Alberta, 2½ years as Manager of Fort McMurray Catalogue Sales Office and the past 2 years as Manager of the Leduc Catalogue Sales Office.



Ev. is retiring at her own request, June 30, 1975, to take up residence in Port Coquitlam, B.C., to be close to her family. She is looking forward to some leisure time and getting in some gold in beautiful B.C.

Congratulations and best of luck, Ev.



**ELSIE BERTRAM**, cashier in Simpsons Cafeteria, retired this past March.

Elsie was born in Kitchener, Ont., and attended school in Valjean, Sask. She moved to Regina in 1939 and on January 28, 1953, Elsie came to work at Simpsons.

March was a good month for the Bertrams. Elsie and husband Jack celebrated their 45th anniversary on March 7. Elsie and Jack have four children and five grandchildren. Following her retirement, Elsie was planning to visit the Coast and her relatives in Eastern Canada. A trip to Hawaii is also in her future plans.

Elsie was presented with a gift of luggage and taken out to dinner at the Viking by the girls of the Cafeteria staff.



## MRS. BETH DERBYSHIRE

D/147 — June 30, 1975

Beth was born and educated at Francis, Saskatchewan. She came to work for the Company in 1941, under Mr. Strain, for the Christmas rush. In 1947, she returned to work in Order Review as a cashier and later became an adjuster, and a section head. She worked in Order Review for about 13 years. She was then transferred to the Buying Department as a section head, where she still is.

Beth enjoys crocheting, knitting and reading. She is also a good friend to the Roughriders, being a season ticket holder. She plans to travel overseas after her retirement. Beth has one son and two grandchildren.

We wish you all the best on your retirement, Beth.



## SIMPSONS SOCIAL SCENE

Congratulations to **Carrie Rosenberg**, winner of a 21-inch color television set and stand, presented at the conclusion of the very successful More For Your Money Sale. Carrie clerks in Dept. 886, Cameras.

Congratulations to **Audrey Hodel**, Office Clerk for Dept. 803 and 886, Jewelry and Cameras. Audrey was married to Ron Armstrong on Nov. 9. Again congratulations, Audrey Armstrong.



## WEDDINGS — SEARS

**Brenda Schmalenberg**, Credit Department, was married to Wayne Goldfinch, on March 29, in Regina.

**Alma Colwell**, Dept. 150, married to Don Pockrandt.

**Dianne Walker**, D168C, C.O.D. Sales Check Control, married to Donald Harris.

## HOSPITALIZED — SEARS

Doris Littlejohn — Sally Esplen — Tess Mock — Rick Helmsing — Minnie Kohlruess — Vera Baguely — Helen Mondry.

## BEREAVEMENTS — SEARS

**Mrs. Doris Littlejohn**, Buying Dept., was bereaved by the death of her mother.

**Mrs. Norma Brooks**, Clearance Centre, was bereaved by the death of her father.

**Rose Adams**, Dept. 155, was bereaved by the death of her brother.

**Mrs. Victoria Heintz** and **Mrs. Lea Zazulak** were bereaved by the death of their father.

**Mrs. Shirley Wiley**, Packing Dept., was bereaved by the death of her mother.

**Mrs. Doris Bell**, Dept. 180, was bereaved by the death of her brother.

**Mr. Daryl Dueck**, Dept. 382, District Sales Manager, was bereaved by the death of his mother.

**Miss Alanna Lloyd**, Customer Accounts, was bereaved by the death of her father, May 4, 1975.

It was with great regret we learned of the passing of **Mrs. Irene Pratt**, on April 3, after a very brief illness. She retired from the Cafeteria in 1968 and will be remembered by many of the Catalogue Centre staff. Deepest sympathy is extended to her family.

**Mr. Ernie Anderson**, D382, was bereaved by the death of his father.

**Mrs. Pat Aune**, Dept. 801, was bereaved by the death of her husband, Mr. Norman Aune, on Monday, March 31.

**Mr. Cecil Chapman**, Dept. 895, was bereaved by the death of his father, on Sunday, March 30, in Kelowna, B.C.

**Mrs. Myrna Nesbitt**, Dept. 827, was bereaved by the death of her mother, Mrs. M. Powell, on Monday, March 31.

**Miss Eugenia Riehl**, Dept. 844, was bereaved by the death of her niece, Miss Diane Sullivan, in an accident in Austria.

**Mr. William J. McLarty**, retired from Simpsons in January, 1948, passed away in Calgary on March 30, at the age of 95. He is survived by his son, Jack, to whom we extend our sympathy.

**Miss Diane Lapierre**, Dept. 843, was bereaved by the death of her grandmother, Mrs. Julia Fisher, on Thursday, April 17.

**Mr. Frank Milos**, C & W, was bereaved by the death of his brother, Mr. George Milos, on Tuesday, April 15.



# Welcome to the 25 year club

**VIOLET MANIQUET** celebrated 25 years' service with Sears on May 3, 1975.

Vi was born in Blairmore and has resided there most of her life. She is a member of the United Church and also belongs to the Ladies' Church Choir. Vi is also an active member of the Rebekah Lodge and Royal Purple, where she has been a pianist for 22 years. Vi enjoys fishing and curling.

Congratulations, Vi, on this very special occasion!



**Harold Lloyd**, Assistant Manager of Construction and Planning, has just joined the 25 Year Club. Here, with his wife Rose, Harold was presented with his 25 year roses and gold watch by Mr. Tissington, on Friday, May 9. It was clear from the crowd that turned out for the presentation that we all appreciated the work that Harold has been doing.

Harold was born in Archidale, Saskatchewan, and educated in Moose Jaw and Punnichy. He moved to Regina in 1948 and worked on construction until 1950 when he came to work at Simpsons as a caretaker. Harold transferred to Maintenance in 1951 and has worked himself up to his present position since that time. Harold and Rose have five children, four girls and one boy. Two are at home, two are married, and one is presently with the Peace Corps in Egypt. They also have three grandchildren.

Among Harold's hobbies are golf and fishing, both of which he is looking forward to this summer.

This year's 25 Year Club trip to Toronto is leaving here on Monday, June 16. Have a good trip, Harold.





Welcome, **MRS. HELEN McCALL**, to the 25 Year Club. Helen joined the sales staff of Simpsons on May 13, 1949, in the China Department. Since that time, Helen has proven her versatility in a number of departments. She has been a section head in Sporting Goods and Toys, and in Handbags and Gloves. More recently Helen has been stationed in the Credit Department, where she has taken a desk job to keep off her feet.

Helen has three sons, Gordon, Mike and Robert. Mike is the Merchandise Assistant of Departments 810 and 885, Candy and Stationery.

Helen enjoys a number of hobbies: needle and petit-point, floral arranging and now that the summer weather is here, she will be spending quite a bit of time in her rock garden.

The credit department presented Helen with a number of pieces of pinwheel crystal and a charm bracelet with some charms—one 25-year, and a small jet for the trip. Helen was very pleased, and is looking forward to her trip to Toronto.



# SIMPSONS ANNIVERSARIES

<b>MAY 7, 1975</b>		
Dept. 801 .....	Tony LeBoldus .....	30 YEARS
<b>MAY 28, 1975</b>		
Display .....	Mr. N. Marchuk .....	35 YEARS
<b>JUNE 28, 1975</b>		
Dept. 827 .....	Millie Yeomans .....	30 YEARS

# SEARS ANNIVERSARIES

<b>MAY 4, 1975</b>		
Shipping Dept. ....	William Dutton .....	35 YEARS
<b>MAY 13, 1975</b>		
Personnel Dept. ....	Doris Bennett .....	40 YEARS
<b>MAY 21, 1975</b>		
Dept. 156 .....	Eric Peachey .....	45 YEARS
<b>JUNE 3, 1975</b>		
Service & Repair .....	Alice Bennett .....	35 YEARS

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## SIGNS OF THE TIMES

Sign on blood bank: "Be a blood donor! Don't let us get caught with our pints down!"

Sign outside a real estate office: "For land's sake, drop in!"

Sign at a gas station: "Fill up here and be tankful."

Sign on a church bulletin board: "We are working to beat the devil."



## SEARS BOWLING AND CURLING WINDUP

On April 25, Simpsons-Sears Bowling and Curling teams joined in winding up a very successful season with a banquet and dance at the Balaton Ballroom. A good turnout of players and guests attended. Table decorations courtesy of Peter Balogh, in the form of curling rocks, bowling balls and pins, added to the spirit of the occasion.

The meal and presentation of trophies was excellent. Music for the dance, which concluded this yearly event, was provided by the "Gingers" and for a good number of us a little bit of Ginger goes a long way.

Part of the reason for this banquet was to present winners of the various events with trophies awarded for games well played. The competition throughout the season was very keen. Consequently, the winners are to be congratulated.

Runner-up grand champions were John Hehn, E. Halback, B. Halback, I. Hehn. The General Manager's trophy was won by M. Strudwick and his rink of A. Strudwick, B. Greenside and M. Nadler. First event winners were O. Rennie, J. Polaski, M. Rennie and J. Polanski, with the second event being won by P. Yuristy, N. Sim, P. Brown and J. Sim.

The championship in bowling was won by the Turtles with team members Celia Dutton, Delores Folk, Marie Nadler, Dora Crippin, Bill Dutton and Bill Trim. The runner-up championship was taken by the Playboys, Terry Armitage, Emily Swift, Marian Hines, Donna Cross, Charles Swift, Joe Novenski, Peter Prososfsky. The Monkees team of Gloria Ramsay, Marg MacPhee, Ethel Hazell, Rod Ramsay and Dan Katuski won the consolation event. Individual trophies presented by Charles Swift were received by the following for their noted scores: single—Delores Folk, 321; triple—Dale Lutz, 781; average—Marie Nadler, 201; single—Peter Prososfsky, 306; triple, Bill Daborn, 883; average—Hank Britton, 226.

Editor's Note: We wish to apologize for being unable to obtain photos of curling and bowling trophy winners because of a camera malfunction.



The grand champion winners of Sears Curling League were presented with this trophy donated by the Sears Social Club and presented by President Virgil Meyers to skip, Ken Davis; 3rd, Jean Chapman; 2nd, Loreena Collins; lead, Gladys Davis.

## SEARS SUGGESTION AWARDS

### HELEN LINDEMAN

Dept. 134 (Routing and Labelling) ..... \$75.00  
To reduce returns and delays, employee suggested an improvement in catalogue copy for custom-made windows.

MARIO LEGENDRE—Drivers Dept. .... \$40.00

RUDOLPH STADNYK—Drivers Dept. .... \$40.00

NORMAN SCHMELTZER—Drivers Dept. .... \$40.00

A joint award for a suggestion and construction of a lino rack in the delivery section which is improving handling of customers orders.



## JOB INSTRUCTION TRAINING



The sixth class of Job Instruction Training graduated on May 9, 1975. Certificates were presented by Mr. Huggins, Store Superintendent.

Back row (left to right): Mr. E. V. Huggins, Mr. R. Giblett, Mr. R. Hicks, Mr. J. Ivy, Mr. J. Plessl, Mr. R. Fitz-Gerald.

Front row (left to right): Mrs. E. A. Bernaski (Conference Leader), Mrs. M. Chambers, Miss T. Dunn, Mrs. E. Neigel, Mrs. M. Smith, Mrs. I. Robson.

## A POINT OF INTEREST



Sears freight being flown from Hay River to Yellowknife during ice break-up. During the winter, freight crosses the river via ice bridge, and in the summer by ferry.

